

AMENDMENTS TO THE CLAIMS

Please amend the claims as indicated hereafter.

Claims:

1. – 133. (Canceled)

134. (New) A television set-top terminal (“STT”) coupled to a server via a bi-directional communication network, said STT comprising:

memory having at least one program code stored therein;

at least one processor that is programmed by the program code to enable the STT to:

receive via tuner in the STT media guide data corresponding to a media guide for

on-demand rentable video presentations;

provide a media guide presentation to a user via a television signal, said media

guide presentation comprising at least a portion of the media guide data

corresponding to a plurality of on-demand rentable video presentations;

enable a plurality user-selectable rental options for each one of the plurality of on-

demand rentable video presentations in the media guide presentation;

configure a first rental option in the plurality of user-selectable rental options to

provide a user-selectable option to view a user-selected on-demand

rentable video presentation without promotional advertising;

receive a first user input corresponding to a selection of one of the plurality of on-

demand rentable video presentations in the media guide presentation;

provide the first rental option to the user responsive to the first user input;

receive a second user input responsive to providing the first rental option;

provide said one of the plurality of rentable video presentations to the user
without promotional advertising responsive to the second user input
corresponding to the selection of the first rental option; and
responsive to the second user input corresponding to other than the selection of
the first rental option:

provide said one of the plurality of rentable video presentations to
the user; and

suspend the provision of the rentable video presentation and
provide the user with promotional advertising responsive to third user
input.

135. (New) The STT of claim 134, wherein the promotional advertising corresponds to movie trailers provided prior to providing said one of the plurality of rentable video presentations to the user.

136. (New) The STT of claim 134, wherein the promotional advertising corresponds to logos provided to the user with said one of the plurality of rentable video presentations.

137. (New) The STT of claim 134, wherein the promotional advertising corresponds to brands provided to the user with said one of the plurality of rentable video presentations.

138. (New) The STT of claim 134, wherein the promotional advertising corresponds to marks provided to the user with said one of the plurality of rentable video presentations.

139 (New) The STT of claim 134, wherein providing said one of the plurality of rentable video presentations to the user without promotional advertising is further responsive to an indication in the media guide data that the first rental option is enabled.

140. (New) The STT of claim 134, wherein providing the first rental option to the user is further responsive to an indication in the media guide data that the first option is enabled for said one of the plurality of rentable video presentations.

141. (New) A television set-top terminal ("STT") coupled to a server via a bi-directional communication network, said STT comprising:

- memory having at least one piece of data stored;

- at least one processor configured to enable the STT to:

- receive media guide data related to an on-demand presentation;

- provide a media presentation to a user, the media presentation being related to the on-demand presentation, the media presentation comprising at least a portion of the media guide data;

- provide a user option for a user to select whether the on-demand presentation is presented with promotional advertising;

- responsive to receiving a first user input indicating that the on-demand presentation is presented with promotional advertising, provide the on-demand presentation to the user; and

- responsive to receiving a second user input, suspend the on-demand presentation and provide the user with promotional advertising.

142. (New) The STT of claim 141, wherein promotional advertising comprises graphics.

143. (New) The STT of claim 141, wherein the promotional advertising corresponds to merchandise being provided by an entity other than an entity that is providing the media guide.

144. (New) The STT of claim 141, wherein said at least one processor is configured to enable trick-mode functionality to be implemented in connection with said one of the plurality of on-demand presentation.

145. (New) The STT of claim 141, wherein said promotional advertising is received over a first type of communication channel and the on-demand presentation is received over a second type of communication channel that is different from said first type of communication channel.

146. (New) The STT of claim 145, wherein the first and second types of communication channel correspond to different types of data modulation methods.

147. (New) The STT of claim 141, wherein said on-demand presentation is received over a first type of communication channel and said promotional advertising is received over a second type of communication channel that is different from said first type of communication channel.

148. (New) The STT of 147, wherein the first and second types of communication channel correspond to different types of data modulation methods.

149. (New) The STT of claim 141, wherein said promotional advertising is transmitted repeatedly over a period of time to the STT.

150. (New) The STT of claim 149, wherein the on-demand presentation is transmitted repeatedly over a period of time to the STT.

151. (New) The STT of claim 145, wherein the on-demand presentation is received over the first type of communication channel.

152. (New) The STT of claim 145, wherein said on-demand presentation is received over the second type of communication channel.

153. (New) The STT of claim 141, wherein the providing of the promotional advertising by the STT is responsive to a user input corresponding to activation of the media guide presentation.

154. (New) The STT of claim 141, further comprising enabling the STT to receive at least one updated portion of the promotional advertising.

155. (New) The STT of claim 154, wherein said at least one updated portion of promotional advertising corresponds to a merchandise advertisement tailored for the user of the STT.

156. (New) A method in a television set-top terminal (“STT”) that is coupled to a server via a bi-directional communication network, the method comprising:

receiving media guide data related to an on-demand presentation;

providing a media presentation to a user, the media presentation being related to the on-demand presentation, the media presentation comprising at least a portion of the media guide data;

providing a user option for a user to select whether the on-demand presentation is presented with promotional advertising;

responsive to receiving a first user input indicating that the on-demand presentation is presented with promotional advertising, providing the on-demand presentation to the user; and

responsive to receiving a second user input, suspending the on-demand presentation and providing the user with promotional advertising.